

# preflight:

# call

# for

# entries

The Spokane Advertising Federation invites you to submit poster designs for: PreFlight 2009

This four color 11"x17" poster will need to include the copy provided on the back of this announcement and fold to approximately 5.5" x 8.5" for mailing purposes.

The top 10 designs will be on display at the event.

**Entry Submission Deadline:**

# 2/27/09

# copy:

## PREFLIGHT 2009 Student Portfolio Review

Saturday, May 2nd

Witworth College (Note: Location & Date may change. Must be on front of poster design.)

### What is Preflight?

Preflight is an event designed to provide Graphic and Web Design students an opportunity to receive constructive feedback from experienced design professionals. Preflight is a great way to show your work and ideas to some of the best art directors and designers in the Inland Northwest. All that is needed to participate is a portfolio and it doesn't need to be a finished product.

### Is this an interview or job fair?

No. The goal of the event is to practice...

- presenting your work
- explaining your work
- receiving constructive feedback
- networking
- Listen intently, inquire thoughtfully, shake hands, and position yourself professionally.

### Registration Fees:

RSVP for one session with the form provided at: [www.spokaneadfed.com](http://www.spokaneadfed.com)

Registration deadline is April 18, 2008

Student Members: \$5 Student Non-members: \$15 (Cash or Check only)

### Sessions:

The event is split into two 90 minute sessions. Individual reviews will be limited to 10 minutes; time will be called.

Each session is limited to 25 participants.

#### Session 1

8:30am - 10:30am

8:30am : Check in and orientation

9:00am : Reviews begin, ending promptly at 10:30am

#### Session 2

10:30am - 12:30pm

10:30am : Check in and orientation

11:00am : Reviews begin, ending promptly at 12:30pm

### What to bring:

- A portfolio. (Note: This can be a work in process.)
- Just bring your best work and be prepared to talk about your thought process.

### Be open to feedback:

Preflight is all about the learning. The professionals invited are signing on to be your ally. You'll receive feedback regarding typography, design elements and concept. They are there to help you create a powerful design portfolio, not to fail. Dress to impress, treat the event as you would a real job interview, business casual recommended.

### Event essentials:

- 7 - 10 pieces (development stage are welcome and encouraged)
- Bring thumbnails and sketches for at least one piece to show your process
- You may present digital artwork on your personal laptop - Remember to charge your battery!

The Spokane Ad Federation would like thank " \_\_\_\_\_ " for their generous contributions to this event.

For more information visit the web site or contact:  
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(NOTE: Copy will change as event, location, budget and fees progress.)

**SUBMIT PDF DESIGNS BY 2/27/2009 TO:** [gregs@spokanefalls.edu](mailto:gregs@spokanefalls.edu)